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Total Number of Pages in This Submission

4+

Application Number

10/804,720

Filing date

March 3, 2004

First Named Inventor

Stephen Dull

Art Unit

3623

Examiner Name

TBD

Attorney Docket Number

060021-379401/US

**ENCLOSURES (Check all that apply)**☐ Fee Transmittal Form☐ Fee attached☐ Amendment/Reply☐ After Final☐ Affidavits/declaration(s)☐ Extension of Time Request☐ Express Abandonment Request☒ Information Disclosure Statement☐ Certified Copy of Priority Document(s)☐ Response to Missing Parts/ Incomplete Application☐ Response to Missing Parts under 37 CFR 1.52 or 1.53☐ Copy of the PTO Form 1533 (Rev. 9/97), Notice to File Missing Parts of Application Filing Date Granted☐ Executed Declaration and Power of Attorney Document☐ Drawing(s)☐ Licensing-related Papers☐ Petition☐ Petition to Convert to a Provisional Application☐ Power of Attorney, Revocation Change of Correspondence Address☐ Terminal Disclaimer☐ Request for Refund☐ CD, Number of CD(s) \_\_\_\_\_☐ After Allowance Communication to a Technology Center (TC)☐ Appeal Communication to Board of Appeals and Interferences☐ Appeal C (Appeal Notice, Brief, Reply Brief)☐ Proprietary Information☐ Status Letter☒ Other Enclosure(s) please identify below): Return Postcard

Remarks:

**SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT REQUIRED**

Name (Print/Type) Dena VanDeVoort Ehrich, Reg. No. 57,508

Signature



Date

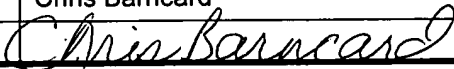
November 2, 2005

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Chris Barncard

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November 2, 2005

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**PATENT**



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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I hereby certify that on November 2, 2005, which is the date I am signing this certificate, I am depositing this correspondence the United States Postal Service, first class mail, in an envelope addressed to the Commissioner of Patents, P.O. Box 1450, Alexandria, VA 22313-1450

*Chris Barnard*  
Chris Barnard

**Applicant:** STEPHEN DULL

**Serial No.:** 10/804,720

**Filed:** 03-19-2004

**Title:** BRAND VALUE MANAGMENT

**Atty. Docket No.:** 060021-379401

**Examiner:** TBD

**Group Art Unit:** 3623

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**INFORMATION DISCLOSURE STATEMENT**

Sir:

Pursuant to 37 C.F.R. § 1.56, § 1.97 and § 1.98, Applicant brings the references listed on the attached Form PTO-1449 to the examiner's attention. 37 C.F.R. § 1.56. These references may be material to examination of the above-identified application. Please do not construe the filing of this information disclosure statement as a representation that applicant has made a search (37 C.F.R. § 1.97(g)), or as an admission that the information cited is, or is considered to be, material to patentability or that no other material information exists.


This Information Disclosure Statement is being submitted:

- ☒ 1. Within three months of the filing date of a national application other than a continued prosecution application under 37 CFR 1.53(d), or within three months of the date of entry of the national stage as set forth in 37 CFR 1.491 in an international application, or before the mailing date of a first Office action on the merits, or before the mailing of a first Office action after the filing of a request for continued examination under 37 CFR 1.114, and therefore, Applicant believes no fee is required;
- ☐ 2. After the period specified in paragraph (1) hereinabove of this section, but is being filed before the mailing date of either a final action under 37 CFR 1.113, or a notice of allowance under 37 CFR 1.311, or an action that otherwise closes prosecution in the application, and is accompanied by one of the following:
- ☐ (a) A statement that either:
- (i) Each item of information contained in the information disclosure statement was first cited in any communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement;
- OR
- (ii) No item of information contained in the information disclosure statement was cited in a communication from a foreign patent office in a counterpart foreign application, and, to the knowledge of the person signing the statement after making reasonable inquiry, no item of information contained in the information disclosure statement was known to any individual designated in 37 CFR 1.56(c) more than three months prior to the filing of the information disclosure statement;
- OR
- ☐ (b) The fee of \$180 for filing of an Information Disclosure Statement as set forth in 37 C.F.R. 1.17(p).
- ☐ 3. After the period specified in paragraph (2) of this section, but is filed on or before payment of the issue fee and is accompanied by both:
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- AND
- ☐ (b) The fee of \$180.00 for filing of an Information Disclosure Statement as set forth in 37 CFR 1.17(p).

Applicant would appreciate the Examiner initialing and signing a copy of Form PTO-1449, transmitted herewith, indicating that the information has been considered and made of record herein.

In the unlikely event that the transmittal letter is separated from this document and the Patent Office determines that an extension and/or other relief is required, Applicant petitions for any required relief including extensions of time and authorizes the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to **Deposit Account No. 50-1901** referencing order number 060021-379401.

November 2, 2005

By   
Dena VanDeVoort Ehrich, Reg. No. 57,508  
Attorney for Applicant

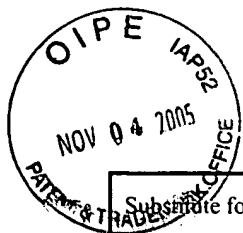
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| Substitution for form 1449A/PTO<br><br><b>INFORMATION DISCLOSURE<br/>STATEMENT BY APPLICANT</b><br><br><i>(use as many sheets as necessary)</i> |   |    |   | <b>Complete if Known</b> |               |
|   |   |    |   | Application Number       | 10/804,720    |
|   |   |    |   | Filing Date              | 03-19-2004    |
|   |   |    |   | First Named Inventor     | STEPHEN DULL  |
|   |   |    |   | Art Unit                 | 3623          |
|   |   |    |   | Examiner Name            | TBD           |
| Sheet   | 1 | of | 1 | Attorney Docket Number   | 060021-379401 |

| U.S. PATENT DOCUMENTS |                          |  |                          |  |
|-----------------------|--------------------------|--|--------------------------|--|
| Examiner<br>Initials* | Cite<br>No. <sup>1</sup> | Document Number                            | Issue Date<br>MM-DD-YYYY | Name of Patentee or<br>Applicant of Cited Document |
|                       |                          | Number - Kind Code <sup>2</sup> (if known) |                          |  |
|                       |                          | US 2001/0041995 A1                         | 11-15-2001               | Jeffrey Scott Eder                                 |
|                       |                          | US 2002/0032585 A1                         | 3-14-2002                | Tim Kerry Keyes                                    |
|                       |                          | US 2004/0039676 A1                         | 2-26-2004                | David Trainer                                      |
|                       |                          | US 2002/0138383 A1                         | 9-26-2002                | Thomas A. Rhee                                     |
|                       |                          |  |                          |  |
|                       |                          |  |                          |  |

| FOREIGN PATENT DOCUMENTS |                          |   |                                |  |                |
|--------------------------|--------------------------|---|--------------------------------|--|----------------|
| Examiner<br>Initials*    | Cite<br>No. <sup>1</sup> | Foreign Patent Document   | Publication Date<br>MM-DD-YYYY | Name of Patentee or<br>Applicant of Cited Document | T <sup>6</sup> |
|                          |                          | Country Code <sup>3</sup> -Number <sup>4</sup> -Kind Code <sup>5</sup> (if known) |                                |  |                |
|                          |                          | EP 1 288 813 A1   | 3-5-2003                       | Hitachi, Ltd.                                      |                |
|                          |                          | EP 1 351 175 A  | 10-8-2003                      | Yasufumi Utsumi                                    |                |
|                          |                          |   |                                |  |                |
|                          |                          |   |                                |  |                |

| NON PATENT LITERATURE DOCUMENTS |                          |   |  |                 |                |
|---------------------------------|--------------------------|---|--|-----------------|----------------|
| Examiner<br>Initials            | Cite<br>No. <sup>1</sup> | Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book,<br>magazine, journal, serial, symposium, catalog, etc. ), date, page(s), volume-issue number(s), publisher, city and/or<br>country where published |  |                 | T <sup>2</sup> |
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|                                 |                          |   |  |                 |                |
| Examiner Signature              |                          |   |  | Date Considered |                |

\*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.  
<sup>1</sup>Applicant's unique citation designation number (optional). <sup>2</sup>See Kinds Codes of USPTO Patent Documents at [www.uspto.gov](http://www.uspto.gov) or MPEP 901.04.  
<sup>3</sup>Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). <sup>4</sup>For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. <sup>5</sup>Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. <sup>6</sup>Applicant is to place a check mark here if English language Translation is attached.